

7791-0087-25 CONT

JC525 U.S. PRO  
09/401939  
09/23/99



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF : :

MICHAEL C. SCROGGIE ET AL. : GROUP ART UNIT: 2765 (ANTICIPATED)

SERIAL NO: NEW CONTINUATION :  
APPLICATION

FILED: HEREWITH : EXAMINER: KAZIMI, H. (ANTICIPATED)

FOR: SYSTEM AND METHOD FOR  
PROVIDING SHOPPING AIDS  
AND INCENTIVES THROUGH A  
COMPUTER NETWORK

PETITION TO MAKE SPECIAL (MPEP 708.02)

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

I. **Basis for the Petition**

Pursuant to MPEP 708.02, Section VIII, Revision July 1998, the Applicants petition

for a special status for this application.

FC:122  
0/01/1999 MPEOPLES 00000031 09401939  
II. **Requirement for Granting the Petition and Showing that the Requirements for Granting the Petition Have Been Met**

The following subsections identify the requirements for the petition to be granted and show that those requirements are met.

A. **Submit Petition and Fee - MPEP 708.02, Section VIII.(A)**

This petition is accompanied by the 37 CFR 1.17(i) petition fee.

B. **Agree to an Election Without Traverse - MPEP 708.02, Section VIII.(B)**

The Applicants agree that if the Examiner imposes a restriction requirement, the Applicants will make an election without traverse.

**C. State that a Pre-examination Search was Made - MPEP 708.02,  
Section VIII.(C)**

A search by a foreign patent office was made by the International Preliminary Examining Authority (PTO) pursuant to PCT Rule 66 in PCT application No. PCT/US96/20497. A copy of that search report is attached.

**D. Submit Copies of Most Relevant References - MPEP 708.02,  
Section VIII.(D)**

The Applicants are submitting a PTO-1449 listing each of the references in the PCT written opinion in PCT application No. PCT/US96/20497 and the references of record in parent application 09/905,501.

**E. Detailed Discussion Pointing Out How the Claimed Subject Matter  
is Patentable Over the References - MPEP 708.02, Section VIII.(E)**

The present claims are patentable since the references cited in the PCT written opinion, taken alone or in combination, do not anticipate or suggest a system or process for distributing purchasing incentives to retail customers including the steps of: transmitting a prompt for personal information from a main computer to a personal computer over a computer network; transmitting personal information data from the personal computer to the main computer over the computer network in response to the prompt; generating page data defining a web page based upon the personal information; and assigning a web page address to the web page based upon the personal information.

All claims in this application are commensurate with the above-noted scope. The references from the preexamination search, taken singularly or in any combination, do not anticipate and would not have suggested that subject matter.

U.S. Patent No. 5,249,044 to Von Kohorn teaches a centralized television based distribution system and method for distributing "tokens." Von Kohorn fails to teach or suggest a system or process for generating a web page.

U.S. Patent No. 4,882,675 to Nichtberger et al teaches an electronic system for coupon distributing, redeeming and clearing. Nichtberger et al fail to teach or suggest a system or process for generating a web page.

U.S. Patent No. 5,483,049 to Schultze, Jr. teaches a coupon exchange, distribution, and redemption system. Schultze, Jr. fails to teach or suggest a system or process for generating a web page.

U.S. Patent No. 5,285,278 to Holman teaches an electronic redeemable coupon generating system which includes an encoding means for encoding coupon-related data in a television signal transmission. Holman fails to teach or suggest a system or process for generating a web page.

U.S. Patent No. 5,287,181 to Holman teaches an electronic redeemable coupon generating system which includes an encoding means for encoding coupon-related data in a television signal transmission. Holman fails to teach or suggest a system or process for generating a web page.

U.S. Patent No. 5,380,991 to Valencia et al teaches an integrated circuit smartcard which contains information relating to a discount coupon as well as information relating to particular products which have been purchased. The smartcard allows a shopper to obtain the benefit of reduced prices without the necessity of redeeming paper coupons. Valencia et al fail to teach or suggest a system or process for generating a web page.

The Interactive Cable System reference teaches an interactive cable system wherein viewers are offered coupons after viewing a commercial regarding the product. The

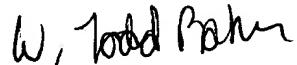
Interactive Cable System reference fails to teach or show a system or process generating a web page.

The SLED reference teaches an Internet directory of companies wherein user are able to obtain electronic coupons for discounts a variety of products. The SLED reference fails to teach or show a system or process for generating a web page.

Applicants submit that the claimed invention provides an improved system or process for distributing purchasing incentives to retail customers.

III. Based on the above discussion, the present petition should be granted.

Respectfully submitted,



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